



INFOCADO WEEKLY REPORT: 12 — 18 October 2013 (Wk 42)



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Comments

- Retail prices this week peaked at a Sydney independent store at \$4.99. Prices were also high in some Melbourne independents at \$4.49 per fruit. Only a few smaller pieces of fruit in Melbourne were priced at under \$1.50. Melbourne has multiple store specials in place this week.
- The New Zealand seasonal forecast on page 3 shows dispatches increasing for November, December and January.
- The October Quarterly Report is being compiled and will be distributed to contributors next week.
- Two Qualicado workshops are scheduled to be held in November. The first on Wednesday 13th November from 9am in Melbourne for wholesalers, ripeners and transporters including free breakfast for those who RSVP. The second is on Thursday 14th November in Robinvale, Victoria for growers and packers. For more information and to RSVP, please contact Julie Petty on 07 3846 6566 or supplychain@avocado.org.au

What you need to be aware of for next month

- The Australian Avocado Facebook page has over 70,000 fans! This means we're able to have two-way conversations with 70,000 Avocado lovers every day. The key has been to provide interesting, useful and engaging content. A combination of high quality content and strategically placed media has helped us grow a community of engaged consumers. Content is varied to suit a broad audience, but ties into Avocados core branding values. Content is aligned with any above-the-line promotional activity that is running for avocados so consumers see consistent messaging. You can see an example of this with the current breakfast campaign running and how this reflects on our Facebook page and throughout our content. We use paid media to help support the content that we're sharing and ensure that the right people are seeing our messaging as often as possible. To those of you who are fans, thanks for your support. For those of you who aren't, [click here](#) and give us a 'like'!
- The July 2013 Quarterly Report forecasts a total of 709,070 5.5kg eqv trays in the market place for November with 675,999 5.5kg eqv trays being Hass.

Upcoming Holidays

VIC Melbourne Cup Day: 5 November

Report Index

P2: Dispatches | P3: 4 Weekly Forecasts and Import Data | P4: Dispatches by Region and Contributors | P5: Wholesale data | P6-8: Retail Pricing data

IMPORTANT and PLEASE NOTE:

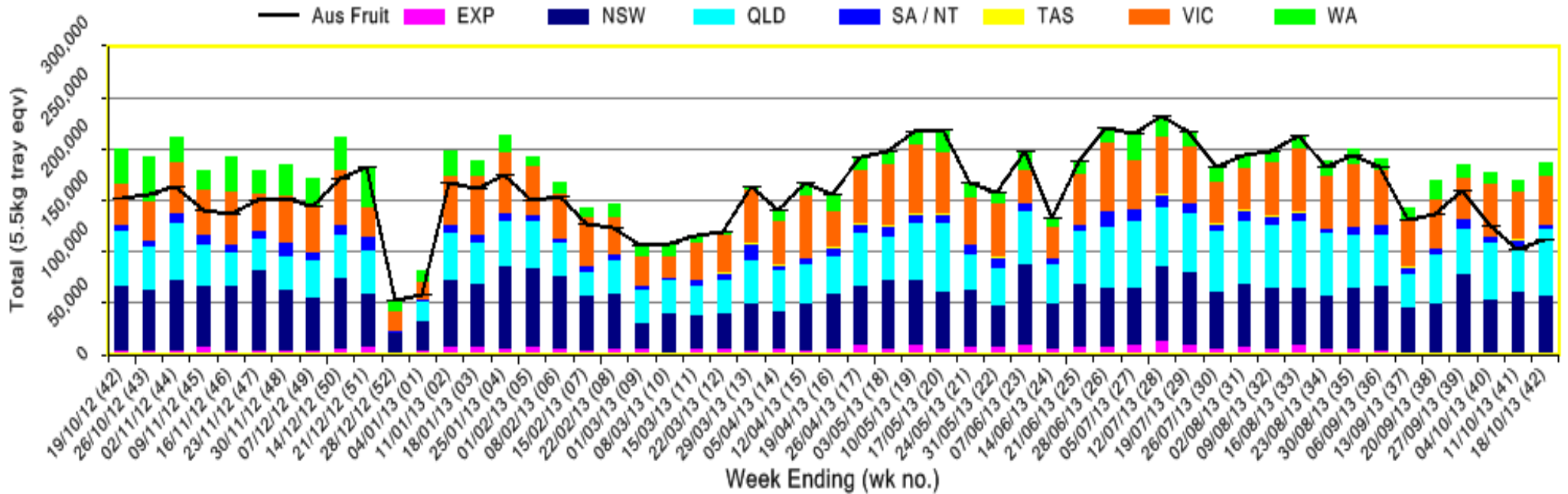
The monthly forecast and dispatch figures in the Quarterly Infocado Report incorporate an allowance (which varies by region) to allow for the production forecasts and dispatches that are not inputted into the Infocado system. This production (dispatch and forecast) data is not inputted for various reasons including some packhouse's unwillingness to engage with industry and/or lack of computer access. For this reason it is not possible to extrapolate the figures from the Weekly Infocado Report to come up with either the dispatch and/or forecast figures in the Quarterly Infocado Report. At any time the Weekly Infocado Report incorporates around 85% of total production and forecasts however this does vary depending on time of year (as a result of the fruit coming from different regions with different levels of packhouse input). It is not functionally possible to incorporate allowances for missing data into the Weekly Infocado Report hence the variance between it and the Quarterly Infocado Report.

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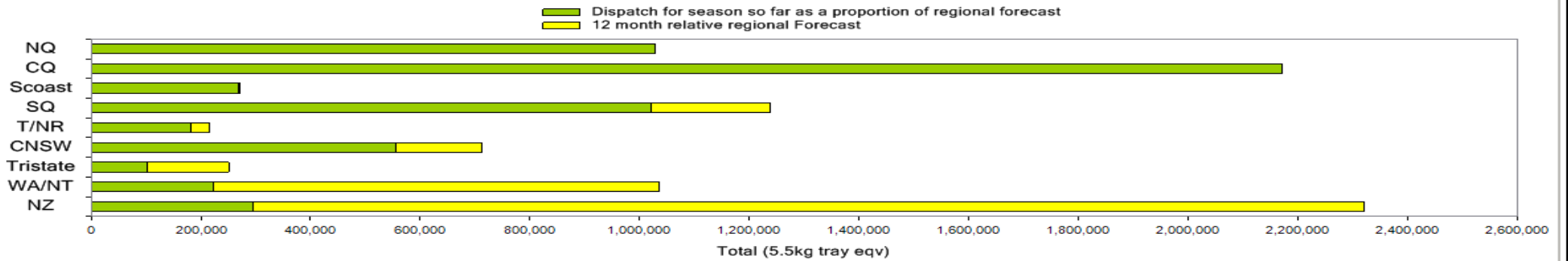
Industry Dispatches By Destination State and Count Size : 12th October - 18th October 2013 (Wk 42)

Dest. State	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	5.5kg	Trays - Total	Bulk	P/PK	Proc	Other	5.5Kg Eqv Trays All
	<16	16	18	20	22	23	25	28	28+	5.5Kg Eqv	10Kg	Kg	Kg	Kg	Total
EXP									774	774					774
NSW	88	988	7,321	11,937	492	9,056	7,795	5,249	4,210	47,136	5,244	2,732	288	600	57,329
QLD	1	850	3,859	9,629	584	11,712	12,825	8,128	6,577	54,165	3,784	12,950			63,400
SA / NT	116		536	1,730		292	292	1,047	18	4,031	242	960	325		4,705
TAS							464			464					464
VIC	75	677	3,119	8,269	760	9,778	8,373	3,541	2,312	36,904	4,470	5,136	792		46,109
WA	9	55	535	2,516		5,323	3,362	367		12,167	899		288		13,854
Total	289	2,570	15,370	34,081	1,836	36,161	33,111	18,332	13,891	155,641	14,639	21,778	1,693	600	186,634

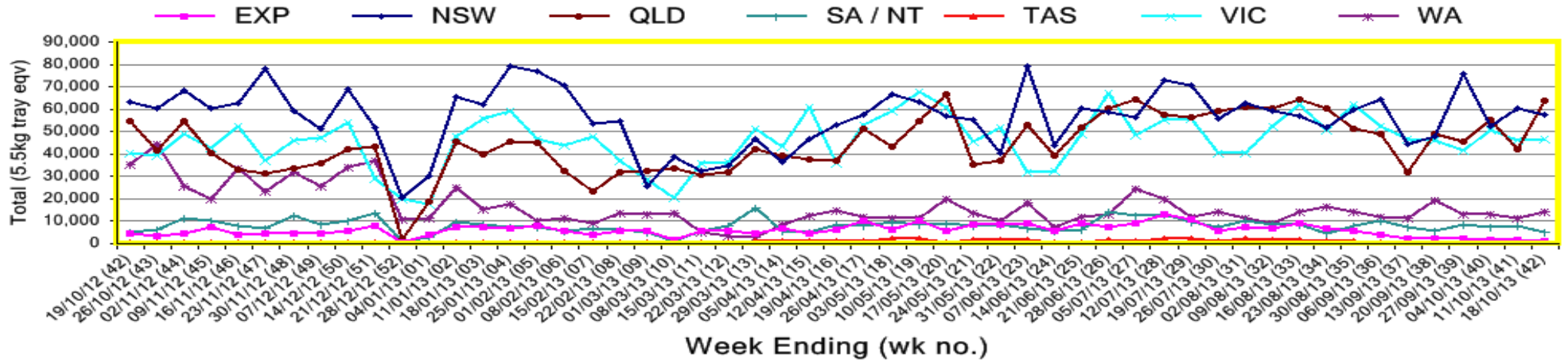
Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 7,336,624 5.5kg tray eqv



Percentage dispatched by region (Based on seasonal forecast - 2013)



Throughput Australian & NZ avocados by destination state
Throughput 1st January 2013 to date = 7,336,624 5.5kg tray eqv



Week 42 contributors - Packhouses

Coastal Avocados (CNSW)	Sunnyspot Packhouse Pty Ltd (SQ, SC)
Midcoast Avocados (CNSW)	Wodonga Park Fruit and Nuts (SQ)
I & A Tolson (CNSW)	Natures Fruit Company (SC)
The Avolution (CQ, SQ, TRI, CNSW)	Sunfresh (SC)
Avocado Industry Council (NZAGA)	Golden Hill Packing Pty Ltd (TRI)
Balmoral Orchard (SQ)	KV & JM Lehmann (TRI)
Green Nugget Orchards (SQ)	Chislett Developments Pty Ltd (TRI)
One Harvest (SQ)	TAM/NR & WA: Less than 3 packhouse contributors
Perseverance Farming Co (SQ)	

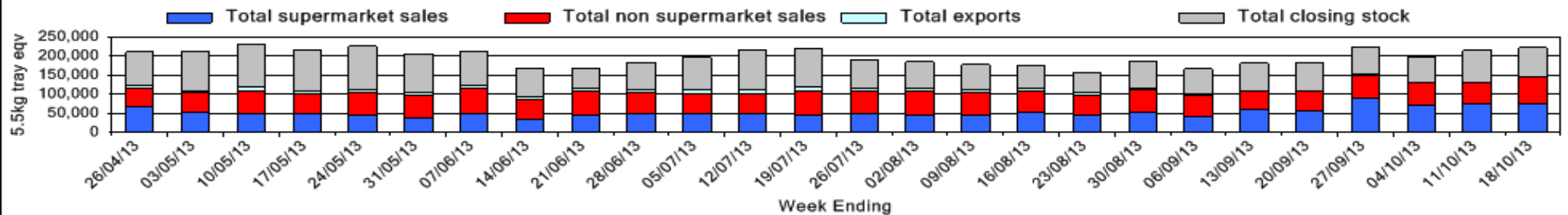
Week 42 contributors - Wholesalers

Allcrops Pty Ltd (Sydney)	Fresh Choice WA Pty Ltd (Perth)
C & S Ponte Produce Pty Ltd (Melbourne)	Fresh Express Produce Pty Ltd (Perth)
Costa Farms (Adelaide)	Murray Bros (Brisbane)
Costa Farms (Brisbane)	Sculli & Co Pty Ltd (Melbourne)
Costa Farms (Perth)	Sinclair & Antico (Aust) Pty Ltd (Sydney)
Dykes Bros (Melbourne)	The La Manna Group (Adelaide)
Etherington (Perth)	The La Manna Group (Brisbane)
Exotic Fruit Traders (Sydney)	The La Manna Group (Melbourne)
Favco Queensland Pty Ltd (Brisbane)	United Fresh (Adelaide)

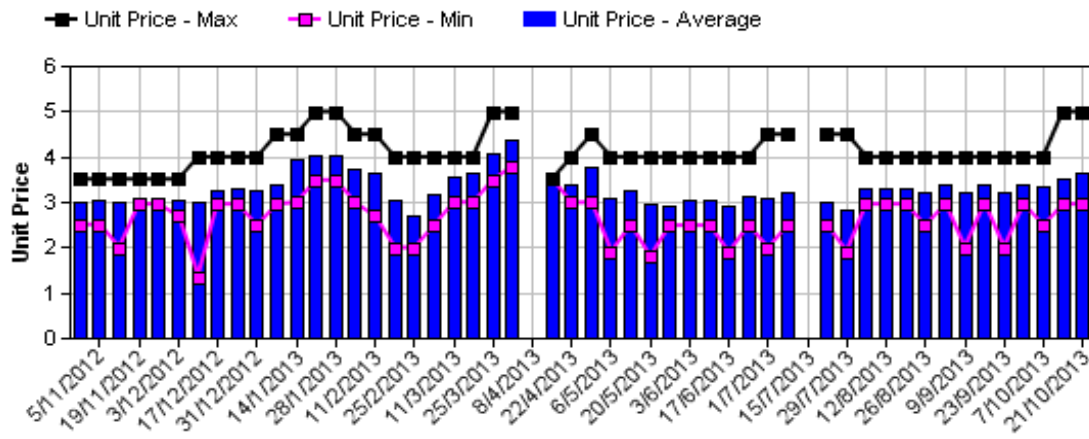
Sales Report including Direct Sales from Packhouses, Wholesale Sales and Stock on Hand at Wholesale Level

	Trays 5.5kg eqv (incl. Mod6 & P84)				Bulk 10Kg Cartons					Pre-Pack Kg					Total (5.5Kg Eqv)			
	Hass	Shepard	Other	Total	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total	5.5Kg Eqv	Hass	Shepard	Other	Total
NSW																		
Total supermarket sales	20,285			20,285											20,285			20,285
Total non supermarket sales	4,280		431	4,711	747		60	807	1,467						5,638		541	6,179
Total exports	160			160											160			160
Total sales	24,725		431	25,156	747		60	807	1,467						26,083		541	26,624
Total Stock on Hand	978		758	1,736	919			919	1,671						2,649		758	3,407
QLD																		
Total supermarket sales	19,371		78	19,449						3,840			3,840	698	20,069		78	20,147
Total non supermarket sales	22,788		714	23,502	1,747		200	1,947	3,540						25,964		1,078	27,042
Total exports	614			614											614			614
Total sales	42,773		792	43,565	1,747		200	1,947	3,540	3,840			3,840	698	46,648		1,156	47,803
Total Stock on Hand	32,836		400	33,236	430			430	782						33,618		400	34,018
SA & TAS																		
Total supermarket sales	7,439		1,863	9,302	160			160	291	960			960	175	7,904		1,863	9,767
Total non supermarket sales	6,990		103	7,093	328		98	426	775						7,586		281	7,868
Total exports																		
Total sales	14,429		1,966	16,395	488		98	586	1,065	960			960	175	15,491		2,144	17,635
Total Stock on Hand	15,657		617	16,274	771		153	924	1,680						17,059		895	17,954
MIC																		
Total supermarket sales	10,696			10,696	297			297	540	4,080			4,080	742	11,978			11,978
Total non supermarket sales	18,143		2,143	20,285	917		370	1,287	2,340	14			14	3	19,813		2,815	22,628
Total exports																		
Total sales	28,839		2,143	30,981	1,214		370	1,584	2,880	4,094			4,094	744	31,790		2,815	34,606
Total Stock on Hand	8,002		1,948	9,950	1,040		248	1,288	2,342	330			330	60	9,953		2,399	12,352
WA																		
Total supermarket sales	12,875			12,875	433			433	787						13,662			13,662
Total non supermarket sales	5,178			5,178	1,199			1,199	2,180						7,358			7,358
Total exports																		
Total sales	18,053			18,053	1,632			1,632	2,967						21,020			21,020
Total Stock on Hand	6,607			6,607	569			569	1,035						7,642			7,642
Total																		
Total supermarket sales	70,666		1,941	72,607	890			890	1,618	8,880			8,880	1,615	73,899		1,941	75,840
Total non supermarket sales	57,379		3,391	60,770	4,938		728	5,666	10,302	14			14	3	66,359		4,715	71,074
Total exports	774			774											774			774
Total sales	128,819		5,332	134,151	5,828		728	6,556	11,920	8,894			8,894	1,617	141,032		6,656	147,688
Total Stock on Hand	64,080		3,723	67,803	3,729		401	4,130	7,509	330			330	60	70,920		4,452	75,372

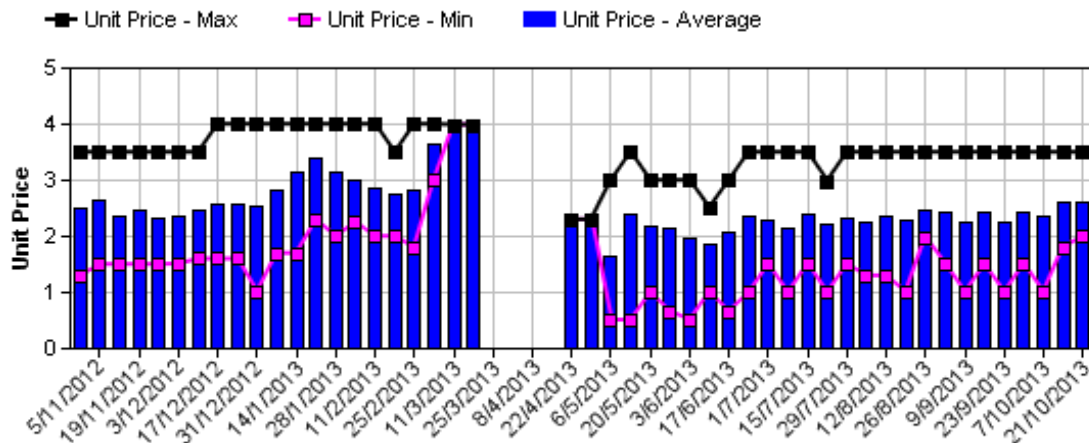
Weekly National Sales



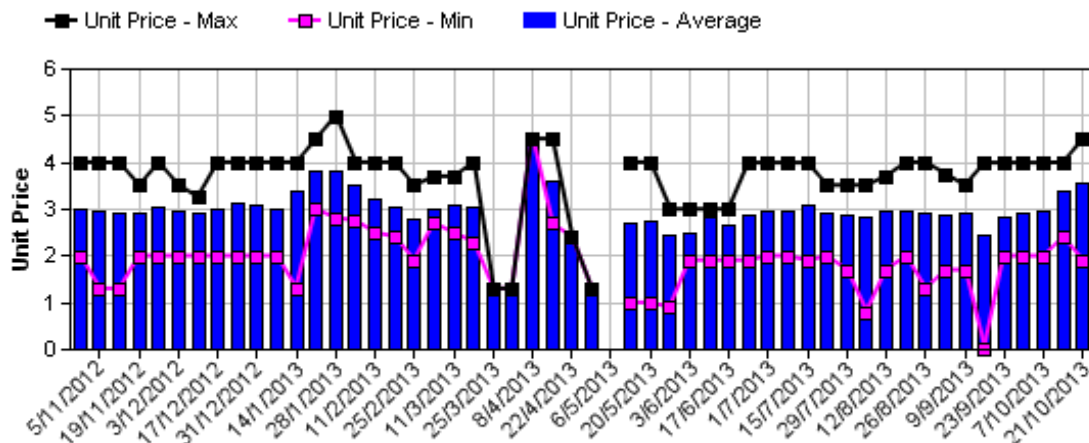
Hass Avocado Average Retail Prices - Sydney



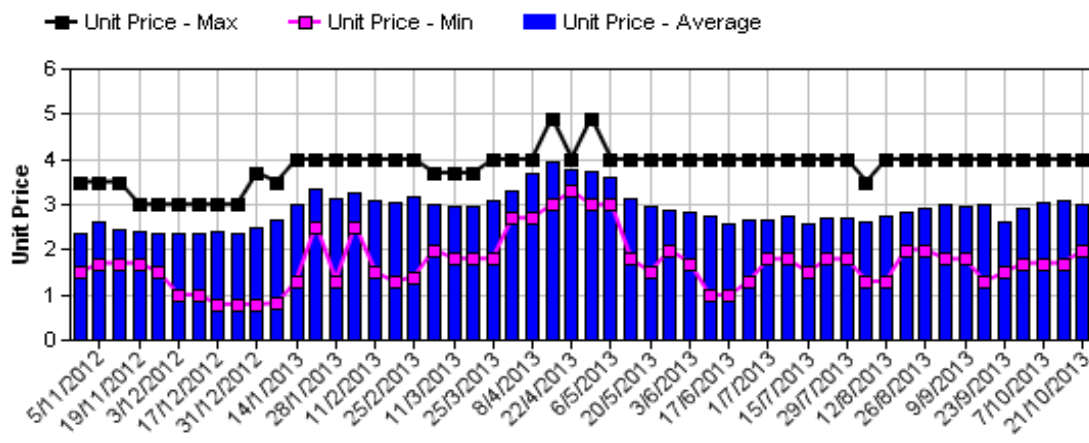
Hass Avocado Average Retail Prices - Brisbane



Hass Avocado Average Retail Prices - Melbourne

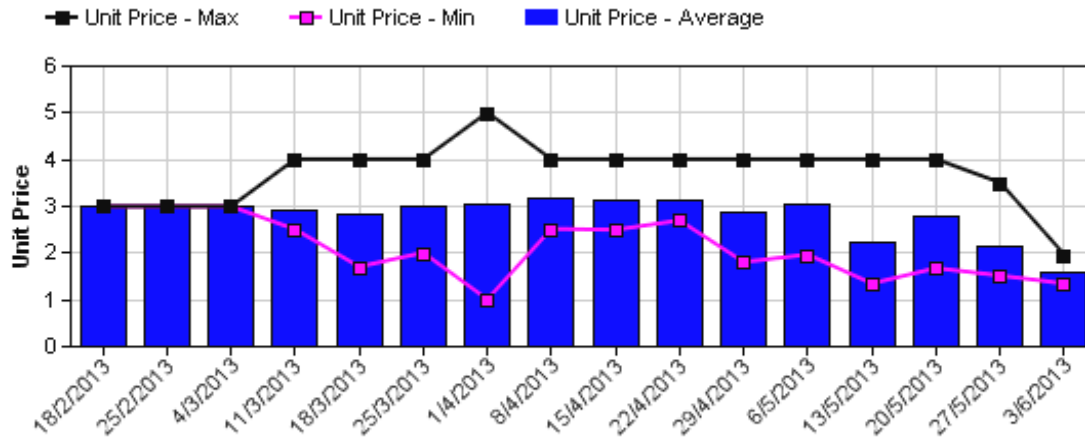


Hass Avocado Average Retail Prices - Perth

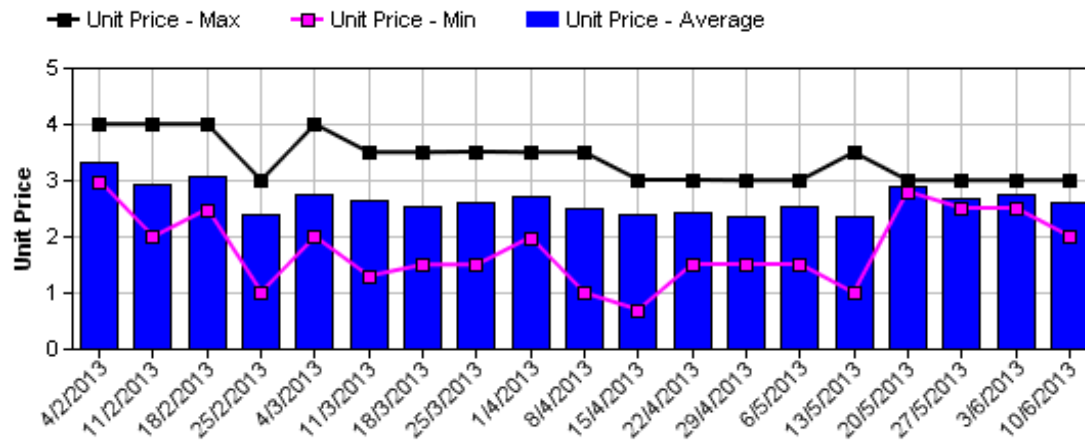


Assessment Date [Week Commencing]

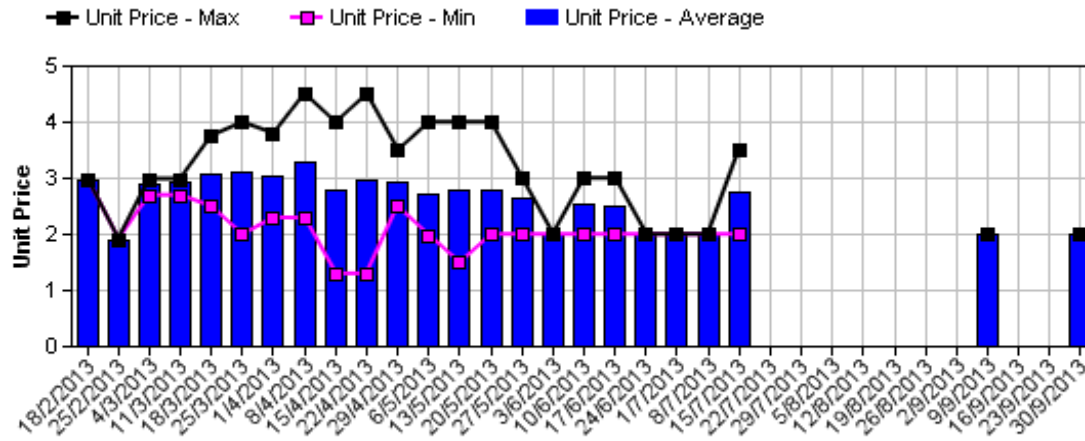
Shepard Avocado Average Retail Prices - Sydney



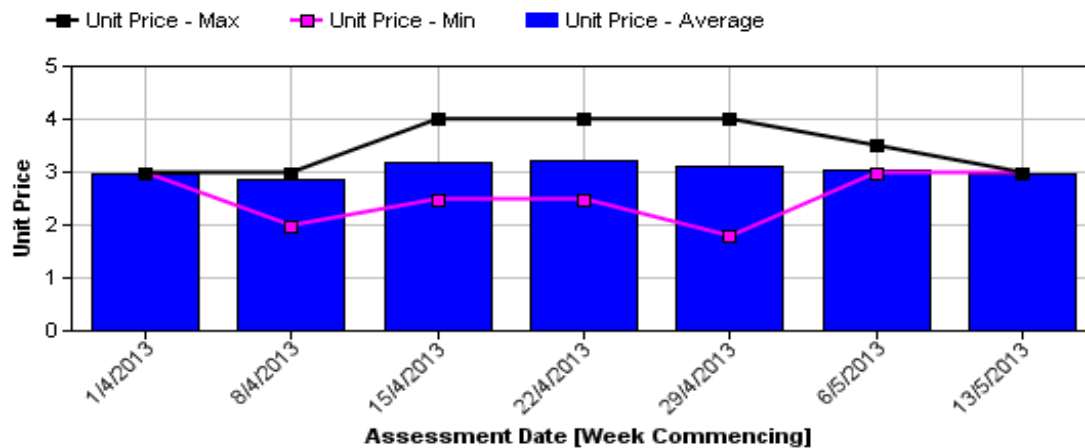
Shepard Avocado Average Retail Prices - Brisbane



Shepard Avocado Average Retail Prices - Melbourne



Shepard Avocado Average Retail Prices - Perth



Assessment Date [Week Commencing]

Retail Prices by City, Store and Variety – 21st October 2013

Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin	Store	Var	Av Wt (g)	Unit Price	Special	Country of Origin
SYDNEY						MELBOURNE					
Woolworths	Hass	270	2.95	No	NZ	I	Hass	90	1.29	No	NS
IGA	Hass	270	2.95	No	Aus	I	Hass	150	1.29	No	NS
Woolworths	Hass	280	2.98	No	NZ	I	Hass	150	1.49	Store	NS
Coles	Hass	300	3.48	No	Aus	Coles	Hass	250	1.90	Store	NS
Coles	Hass	280	3.48	No	Aus	IS	Lamb Hass	250	1.99	Store	NZ
Coles	Hass	300	3.48	No	Aus	I	Hass	220	2.49	No	NS
I	Hass	260	3.49	No	Aus	Coles	Hass	220	2.98	No	Aus
Foodworks	Hass	290	3.49	No	Aus	IGA	Lamb Hass	260	2.99	No	NZ
I	Hass	260	3.49	No	Aus	I	Hass	625	3.49	No	NZ
IGA	Hass	250	3.99	No	NZ	Coles	Hass	250	3.80	Store	NS
I	Hass	280	3.99	No	Aus	I	Wurtz	200	3.95	No	Aus
I	Hass	290	3.99	No	Aus	Safeway	Hass	250	3.98	No	Aus
I	Hass	260	3.99	No	Aus	Safeway	Hass	290	3.98	No	Aus
I	Hass	290	3.99	No	Aus	Safeway	Hass	250	3.98	No	Aus
I	Hass	300	4.99	No	Aus	I	Lamb Hass	325	3.99	No	Aus
BRISBANE						I	Hass	290	4.49	No	Aus
I	Hass	225	1.99	No	Aus	I	Hass	300	4.49	No	Aus
IGA	Hass	186	1.99	No	NZ	PERTH					
I	Hass	240	2.00	No	Aus	I	Hass	195	1.98	No	Aus
I	Hass	275	2.48	No	NZ	IS	Hass	200	1.99	Store	Aus
Woolworths	Hass	180	2.48	No	Aus	Woolworths	Hass	265	2.98	No	Aus
IGA	Hass	200	2.48	No	NZ	Coles	Hass	270	2.98	No	Aus
IGA	Hass	186	2.48	No	NZ	Coles	Hass	245	2.98	No	Aus
Coles	Hass	220	2.48	No	Aus	Woolworths	Hass	210	2.98	No	Aus
I	Hass	280	2.50	No	Aus	Coles	Hass	240	2.98	No	Aus
I	Hass	210	2.50	No	Mixed	Woolworths	Hass	210	2.98	No	Aus
I	Hass	240	2.69	No	NZ	IGA	Hass	220	2.99	No	Aus
Woolworths	Hass	210	2.98	No	Aus	I	Hass	255	2.99	No	Aus
Woolworths	Hass	245	2.98	No	Aus	I	Hass	280	2.99	No	Aus
Coles	Hass	230	2.98	No	NZ	IGA	Hass	275	3.49	No	Aus
Woolworths	Reed	300	2.98	No	Aus	IGA	Hass	310	3.49	No	Aus
Woolworths	Reed	315	2.98	No	Aus	I	Hass	270	3.69	No	Aus
Coles	Hass	240	2.98	No	NZ	IGA	Hass	270	3.99	No	Mixed
I	Hass	316	3.49	Store	Aus	I	Hass	290	3.99	No	Aus

Size ranges based on 5.5kg trays	
Size	Weight Range
28	185 - 208g
25	208 - 230g
23	230 - 245g
22	245 - 263g
20	263 - 290g
18	290 - 325g
16	325 - 363g

Special Codes

Cat = fruit is on catalogue special for that city this week
 Store = fruit is on special in that store only this week

Country of Origin Codes

Aus = display sign indicates fruit is from Australia
 NZ = display sign indicates fruit is from New Zealand
 NS = display sign doesn't say where fruit is from

Store Codes

I = Independent Fruit and Vegetable stores
 IC = Independent Fruit and Vegetable store Chains
 IS = Independent Supermarkets